



# AG CONNECT

2 0 1 1 E X P O An AEM Trade Show

North America's single global agricultural event where you'll learn about the latest equipment along with key agribusiness issues and ideas in a collaborative, world-class environment.





# ASSOCIATION OF EQUIPMENT MANUFACTURERS

## MISSION

AEM creates a strong voice for its members and the industries it represents in the global marketplace by delivering superior services in global public policy, market information, trade shows, technical and safety services, education and international market support.

## CORE SERVICES

1. Global Public Policy
2. Market Information
3. **Trade Shows**
4. Technical & Safety Services
5. Education



## AG CONNECT – A FORWARD THINKING STRATEGY

**January 8-10, 2011**  
**Preview Day, January 7**  
**Georgia World Congress Center**  
**Atlanta, Georgia**





## AG CONNECT – BY THE INDUSTRY, FOR THE INDUSTRY



**“Today we have many choices of how to spend our time to bring value back home to our business. My choice is to attend AG CONNECT, allowing us direct access to key ag executives and our peers that are driving change through the ag industry.”**

*Kip Tom, Managing Director  
Tom Farms LLC*

**A world class exposition, unique to North America, managed and developed by the industry, for the industry brings a futuristic approach to agricultural tradeshows. Whether an end user of ag related products or a manufacturer of those products, the AG CONNECT Expo will redefine the tradeshow concept from a questionable expense to a high return investment.”**

*Russell Fowler, President & CEO  
KRONE NA*



## AG CONNECT - BY THE INDUSTRY FOR THE INDUSTRY

### SHOW MANAGEMENT COMMITTEE

### AEM Member Companies



### Industry Groups

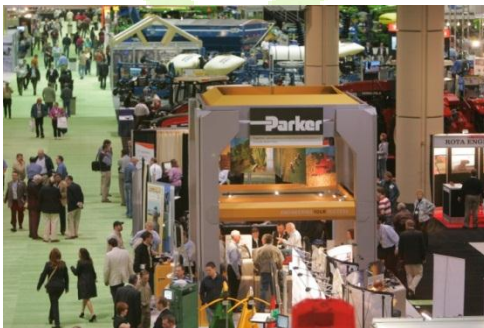


## AG CONNECT EXPO 2010

- **312 exhibitors; 167,800 net square feet**
- **151 entries in New Product & Technology Program**
- **Prototypes** (e.g. AGCO's electorGator, Sunflower disk)
- **New Product Launches** (e.g. TeeJet Matrix, Firestone AD2)
- **ASABE's AE50 Innovations Awards**
- **Attendees from 63 countries around the world**
- **Pavilions:** FEMA, IFPE Fluid Power , Argentina, Brazil, Canada, China, Europe

"Overall, the 2010 AG Connect show surpassed my expectations. We had consistent traffic flow from domestic and international companies. A lot of the people attending the show were the decision makers; and the quality of leads and the ability to network was great!"

*Ken Schuyler, V.P. Sales & Marketing  
Kondex Corporation*





## EVENT FEATURES

**New Product & Technology Program**  
**Technical Expert Program**  
**Expert-Driven Education**  
**Formal and Informal Networking Opportunities**  
**Global Connections**  
**Industry Events**  
**Accurate Registration/Sales Leads**



## AG CONNECT – QUALITY ATTENDANCE

### Engaged Attendees vs. the Tire Kickers

- 90% of AG CONNECT producers registered as **farm owners/managers** with central role in purchase decisions
- Average net income: **\$500,000 - \$2,500,000**
- Average acreage: **3000+**
- 800+ **Full and Shortline dealers** in attendance in 2010
- AG CONNECT attendees financed an estimated:
  - \$140,000,000 in Tractors**
  - \$156,000,000 in Combines**
  - \$20,000,000 in Planting Equipment**
  - \$20,000,000 in Spraying Equipment**
  - \$10,000,000 in Irrigation Equipment**





## AG CONNECT – INDUSTRY SUPPORT



## **AG CONNECT – A FORWARD THINKING STRATEGY**

### **Exhibitor pre-show training to maximize ROI with critical show techniques**

- Pre-show Promotional Campaign Materials
- Online webinars to maximize customer experience

### **FREE Resources Providing More Exposure at the Show**

- Listings in the printed and online Exhibitor Directory & Show Planner

### **Comprehensive Registration Services to Maximize Exhibitors' ROI**

- FREE Pre-Show Attendee Mailing List to help you drive customers and prospects to your booth
- Many affordable lead retrieval tools and services to capture and manage your sales leads
- Exclusive service provides you with financed equipment purchasing history data on your company's sales leads for a nominal fee.

## PREVIEW DAY AND OPENING CEREMONIES

**Friday, January 7, 2011 • 11:00 am to 4:00 pm**

***by special admission***

- **Exclusive day for top producers, dealers, collocating groups and international visitors to have prime discussion time with exhibitors**
- **Farmers, dealers, engineers, experts and executives from around the world talk one-on-one on the show floor and over refreshments at the VIP Reception**

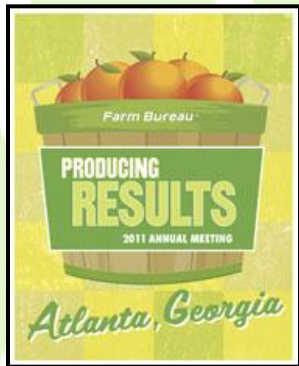




## AG CONNECT – A FORWARD THINKING STRATEGY

Over 50 content-rich education sessions, seminars and co-located events in 2011 with a focus on:

- Sustainability
- Productivity
- Business Management
- Agronomy/Plant Nutrition
- Irrigation Practices
- Precision Agriculture
- Renewable Energy
- Genetics



## INTERNATIONAL BUYERS

- Exposure to exhibitors and business matchmaking opportunities
- Country Roundtables, educational sessions, tours and other networking events
- Anticipated delegations from around the world  
**Australia, Azerbaijan, Cambodia, Chad, Thailand, Guatemala, Kenya, Mongolia, Nigeria, Ukraine, Zambia and more ...**



## INTERNATIONAL TRADE CENTER & CONNECT CAFE

- **Business center and networking lounge for international visitors and exhibitors interested in global business opportunities**
- **Export counseling and Showtime Program by the U.S. Commercial Service specialists**







## CONTACT INFORMATION



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